Amendments to the Drawings:

No amendments are made to the Drawings herein.

REMARKS

By the foregoing Amendment, Claims 1, 11, 21-23, 33, 43 and 44 are amended. Entry of the Amendment, and favorable consideration thereof is earnestly requested.

Claims 1 and 23 stand rejected under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicant regards as the invention. More specifically, the Examiner has indicated a belief that "[i]t is unclear if the attract loop code transmits a request automatically without a user event or only when it is requested as a result of as user event." All independent claims have been amended to clarify that the attract loop code monitors the user computer for a user event, and then requests and/or displays the attract loop content only if the monitored user event does not occur within a specified time period. Thus, for example, the attract loop content is requested and/or displayed if the user computer remains idle for a predetermined time, in a manner similar to a standard screen saver. Applicant respectfully submits that these amendments obviate the rejection under 35 U.S.C. §112, second paragraph.

The Examiner has rejected all claims either under 35 U.S.C. §102(e) or under 35 U.S.C. §103(a) primarily in view of Park et al. (U.S. Patent No. 6,295,061). Applicant respectfully asks the Examiner to reconsider these rejections in view of the above Amendments and the below Remarks.

The present invention is directed to a web attract loop (i.e., a screensaver) which automatically displays web content after detection of an idle period of predetermined duration, which can be downloaded without user intervention,

which does not require user installation on a user computer, and which includes media which can be modified by a third party without user intervention. In this regard, all claims as amended require, among other limitations, attract loop code transmitted along with a web page from a central computer to a browser on a user computer, which attract loop code monitors the user computer for a user event, and then requests and/or displays attract loop content only if the monitored user event does not occur within a specified time period.

Applicant respectfully submits that at least the above-highlighted elements are not disclosed, taught or suggested in any way by Park et al., either alone or when properly combined with any other reference.

Park et al. is directed to a system and method which dynamically and interactively displays information, such as advertising messages, in an intelligent artificial form by responding to a user's pointing device movement or activity. The crux of Park et al. is to react to the user's movement of the mouse. While Park et al. does disclose that the user may cause the advertising image to disappear, and that the advertising image will reappear after a predetermined time, there is absolutely no disclosure, teaching or suggestion in Park et al. that the advertising image appears and/or reappears only if a monitored user event does not occur within a specified time period. As such, Applicant respectfully submits that Park et al. does not anticipate any claim of the present application.

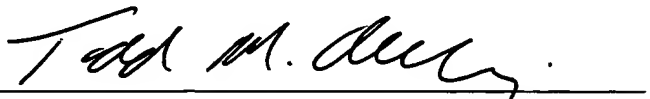
Moreover, Applicant respectfully submits that Park et al. does not, by itself or when properly combined with any reference, render the present invention, as claimed, obvious.

It is well settled that the mere fact that references can be combined or modified does not render the resultant combination obvious unless the prior art also suggests the desirability of the combination or modification. *In re Mills*, 916 F.2d 680, 16 U.S.P.Q.2d 1430 (Fed. Cir. 1990). It is also well settled that if the proposed modification would render the prior art invention being modified unsatisfactory for its intended purpose, then there is no suggestion or motivation to make the proposed modification. *In re Gordon*, 733 F.2d 900, 221 USPQ 1125 (Fed. Cir. 1984). In the present case, Applicant respectfully submits that not only is there no suggestion or motivation provided for one skilled in the art to modify Park et al. such that the advertising image reappears only if a monitored user event does not occur within a specified time period, but also that Park et al. actually teaches away from such a modification.

As discussed above, the crux of Park et al. is to react to the user's movement of the mouse. It would make absolutely no sense to modify Park et al. such that the advertising image appeared and/or reappeared only if a monitored user event does not occur within a specified time period. Doing so is exactly the opposite of what is taught by Park et al. More specifically, Applicant respectfully submits that one skilled in the art would not modify a reference, the crux of which is to react to a user's movement of a mouse, to cause an image to appear and/or reappear only if the user is idle or the user is no longer present (i.e., there is no user movement of the mouse). The present invention is directed to an improved and novel screen saver, while Park et al. is specifically directed to a system that reacts to user input. The two systems are completely incongruous, and Applicant respectfully submits that one skilled in the art would not modify one system to arrive at the other.

For the foregoing reasons, Applicant respectfully submits that all pending claims, namely Claims 1-44, are patentable over the references of record, and earnestly solicits allowance of the same.

Respectfully submitted,



Gene S. Winter, Registration No. 28,352
Todd M. Oberdick, Reg. No. 44,268
ST. ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, Connecticut 06905-5619
(203) 324-6155
Attorneys for Applicant